



**DISNEY-ABC TELEVISION GROUP**

500 South Buena Vista Street, Burbank, CA 91521

## **Albert Cheng**

Executive Vice President, Digital Media, Disney-ABC Television Group

Albert Cheng was promoted to the newly created position of executive vice president, digital media, Disney-ABC Television Group, in September 2005. Based in Burbank, CA, Mr. Cheng reports to Anne Sweeney, co-chairman, Disney Media Networks and president, Disney-ABC Television Group.

In this new role, Mr. Cheng is charged with general management and strategic oversight of digital media, as well as development of ancillary revenue streams for Disney-ABC Television Group's diverse portfolio of broadcast and cable networks, including ABC Entertainment, ABC News, ABC Daytime, ABC Family, Disney Channel and SOAPnet. To that end, he leads a newly formed digital media team that oversees product development, marketing and operations for the Group's digital media content platforms, including video-on-demand, broadband, web-based and mobile platforms, as well as interactive television technologies. Mr. Cheng and his digital media team support franchise management through the development of related new products. Additionally, he is responsible for creating new business ventures and partnerships in the digital media and online space, as well as providing additional negotiation planning and support for ABC broadcast affiliate relations in this emerging new area.

Mr. Cheng works closely with Disney and ESPN Networks Affiliate Sales and Marketing to ensure the distribution and development of digital media services to cable, satellite, telcos and wireless providers. He also works in close partnership with the Disney-ABC Television Group's marketing team and the Media Networks' strategy group, as well as other divisions within The Walt Disney Company developing these content platforms and consumer products.

Prior to this announcement, Albert Cheng served as senior vice president, Business Strategy and Development for Disney and ESPN Networks Affiliate Sales and Marketing, where he was responsible for developing business strategies to increase distribution and generate revenue streams from new products and services. He also oversaw the development of interactive products related to Disney-ABC Cable Networks Group's cable channels, which include ABC Family, Disney Channel, SOAPnet and Toon Disney.

In addition Mr. Cheng worked in close association with Disney-ABC Cable Network Group and ESPN's finance teams in sales forecasting and planning for all of the Company's cable television assets. From 2002 to 2004, Mr. Cheng served as senior vice president, Distribution Strategy and Operations for ABC Cable Networks Group, where he was responsible for developing distribution strategies, negotiating deals and creating economic plans for the Group. Additionally, he oversaw the development and implementation of the division's video-on-demand strategy and interactive television applications. He joined ABC Cable Networks in October 2000 as vice president, National Accounts and Distribution Strategy.

Previously Mr. Cheng was director, Distribution Strategy, for Fox Cable Networks Group. He was responsible for business development and implementation of three digital cable channels, now known as Fox College Sports. He also developed strategies related to digital cable and broadband services. Mr. Cheng also served as director, Business Development, at Fox/Liberty Networks, where he focused on business issues and analysis for Fox Sports Net and FX Networks. Prior to joining Fox, he served as a business strategy consultant for the Boston Consulting Group.

Mr. Cheng earned a BS degree from Massachusetts Institute of Technology and a MBA from Harvard University Graduate School of Business Administration. He resides with his wife in Los Angeles.